

IN THE CLAIMS

Please cancel Claims 1-64, without prejudice or disclaimer of subject matter.

Please amend Claims 65-67 and 70, and add Claim 71.

The following is a complete listing of the claims in this application, reflects all changes currently being made to the claims, and replaces all earlier versions and all earlier listings of the claims:

1 – 64. (canceled).

65. (currently amended) A method for facilitating generation of a purchaser profile, the method of comprising:

receiving and processing consumer enrollment data;

receiving a transaction file comprising a consumer ID and purchase data;

standardizing said transaction file using a retailer item identifier, wherein said standardizing characterizes at least one of a particular product or service across a plurality of retailers;

merging said consumer enrollment data with said transaction file; and

facilitating an analysis of a merged data file to generate a purchaser profile which reflects a consumer's purchases across one or more of said [[a]] plurality of retailers.

66. (currently amended) The method of claim 65, wherein standardizing said transaction file comprises one of associating [[a]] said retailer item identifier and a manufacturer item identifier and deriving a standard identifier.

67. (currently amended) The method of claim 65, wherein said purchase data comprises data reflecting one or more of the following: an item purchased, an item price, a total number of items purchased, a total transaction price, ~~[[a]]~~ said retailer item identifier a payment vehicle, a time, a date, a day of the week, a store identifier, whether a purchase transaction occurred online or offline, and a consumer's use of a marketing offer.

68. (Original) The method of claim 65, wherein said consumer enrollment data comprises data reflecting one or more of the following: a name, an address, a date of birth, a social security number, an email address, a gender, names of any household members, survey data, interests, education level, and a brand name preferred by a consumer.

69. (Original) The method of claim 65, wherein said purchase data comprises warranty data and said analysis comprises determining whether a consumer may be a candidate for purchasing an extended warranty plan.

70. (currently amended) A method for facilitating generation of a purchaser profile, the method comprising:

receiving and processing consumer enrollment data;

receiving a standardized transaction file comprising a consumer ID₂ ~~[[and]]~~
purchase data, wherein the standardized transaction file characterizes at least one of a particular product or service across a plurality of retailers using a retailer item identifier;

merging said consumer enrollment data with said standardized transaction file; and

facilitating an analysis of a merged data file to generate a purchaser profile which reflects a consumer's purchases across one or more of said [[a]] plurality of retailers.

71. (New) The method of claim 65, wherein standardizing said transaction file comprises:

creating a retailer item identifier table containing retailer data;

generating a plurality of standard identifiers, each one of said plurality of standard identifiers corresponding to a record in said retailer item identifier table; and

associating said retailer item identifier with one of a plurality of standard identifiers stored in said retailer item identifier table.